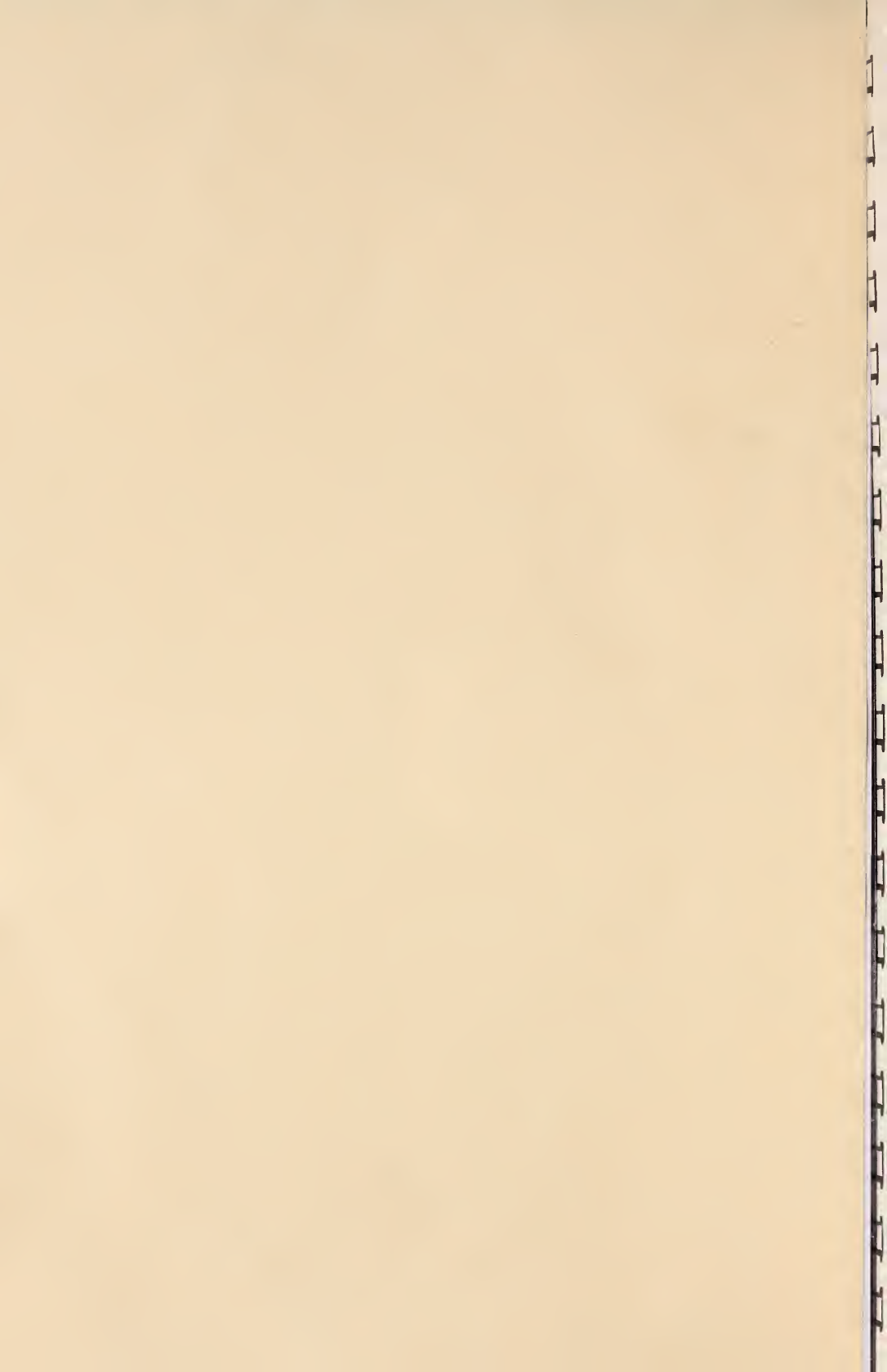


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lunch at school

*SERVES
THE
NATION*

20 years of progress in the National School
Lunch Program



LUNCH AT SCHOOL

...Serves the Nation

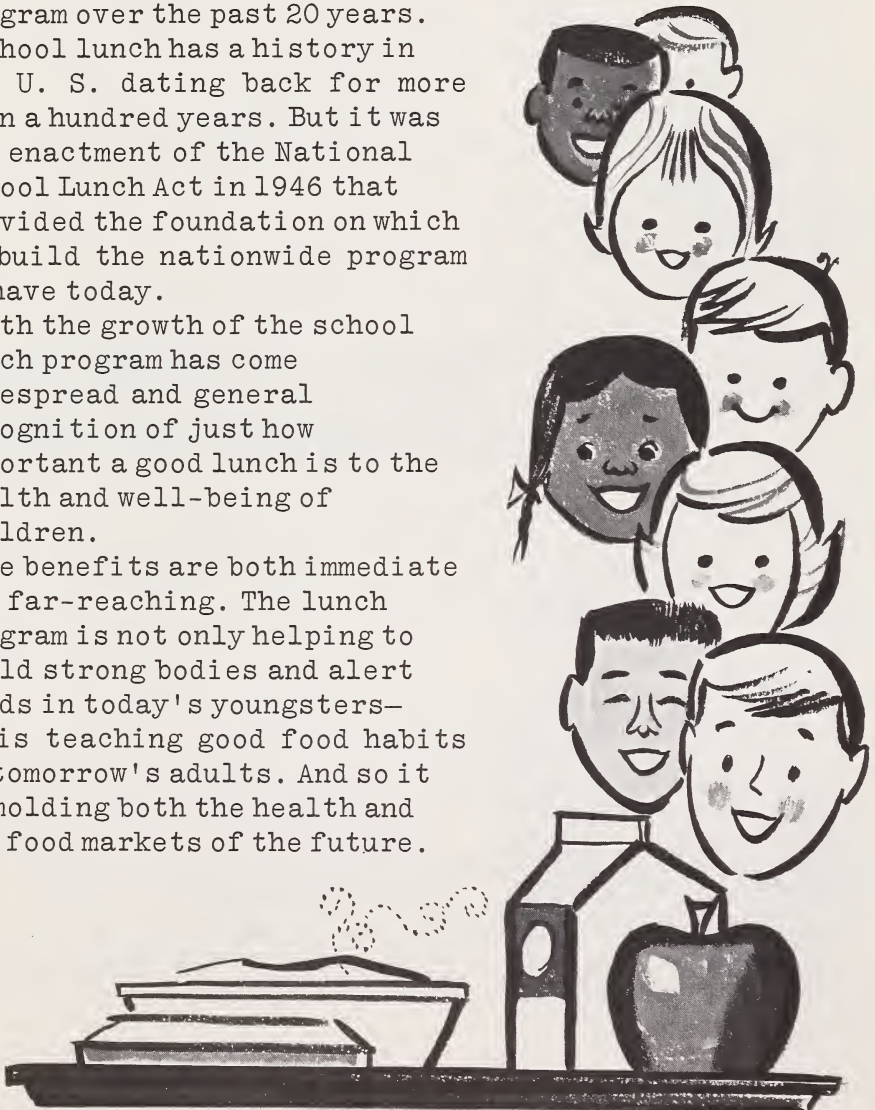
Lunch at school has become firmly established as part of the educational process in this country. It has become part of our way of life.

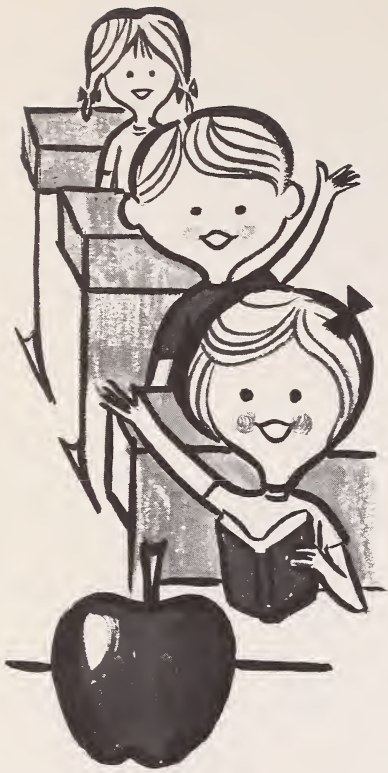
This is a major accomplishment of the National School Lunch Program over the past 20 years.

School lunch has a history in the U. S. dating back for more than a hundred years. But it was the enactment of the National School Lunch Act in 1946 that provided the foundation on which to build the nationwide program we have today.

With the growth of the school lunch program has come widespread and general recognition of just how important a good lunch is to the health and well-being of children.

The benefits are both immediate and far-reaching. The lunch program is not only helping to build strong bodies and alert minds in today's youngsters—it is teaching good food habits to tomorrow's adults. And so it is molding both the health and the food markets of the future.





Today the program operates in all 50 States, the District of Columbia, Puerto Rico, the Virgin Islands, Guam, and American Samoa. More than 70,000 schools are taking part—and some 18 million children are participating.

The school lunch program has become a huge market for farm products—to the benefit of farmers and the food industry. And it has become the largest institutional feeding service of its kind in the world to the benefit of our whole national economy.

THE NATIONAL SCHOOL LUNCH PROGRAM ...a Local-State-Federal Program



School lunch programs are locally run, locally operated. In many cases, a lunch program is a real community effort, with parents joining in to help get it started and to help staff the lunchroom.

Schools work closely with their State departments of education in operating the lunch programs. And the States, in turn, work with USDA's Consumer and Marketing Service in administering the program.

Mutual understanding and cooperation have been developed between local, State, and Federal levels of government in the operation of the school lunch program over its 20-year history. It is often cited as a prime example of how basic responsibility may be maintained in a community, with a minimum of regulations, restrictions, and limitations, in a program which is operated by State agencies under Federal standards and with Federal assistance.

The requirements for participation in the National School Program are quite simple:

1. Lunches served to children must meet nutritional standards set by the U. S. Department of Agriculture on the basis of tested nutritional research.
2. Meals must be served without cost, or at reduced cost, to children who are unable to pay the full price of the lunch.
3. There must be no segregation or other discrimination within the school against any child because of his inability to pay or because of his race, color or national origin.
4. Lunch programs must be operated on a non-profit basis.



The Federal Contribution

In administering the school lunch program nationally, the Consumer and Marketing Service draws on the U. S. Department of Agriculture's vast store of knowledge of human nutrition and other subjects of interest to the lunch program—a store that is constantly increasing as research goes on. Also, it draws upon knowledge developed in other departments of government, universities, and institutions around the world—so that the very latest information on nutrition is available to schools.

C&MS sets nutritional standards for the school lunch—so that schools can meet nutritional needs.

C&MS also provides through the State educational agencies managerial and technical aid for schools in the lunch program, to help them get the most for each dollar. Quantity recipes, publications on menu-planning, equipment, food-buying, storage, and preparation are available to schools. Federal technicians work with State school lunch supervisors on training workshops to help lunchroom workers and managers plan varied menus and maintain high standards in food handling and preparation.

And, finally, C&MS apportions Federal funds to the States to defray part of the cost of lunches, makes purchases of



selected foods for program schools, and donates other foods from stocks of USDA price-support and surplus-removal commodities.

WHAT'S IN A LUNCH?

School lunch is equal opportunity for good nutrition. It means healthy youngsters today—and good eating habits for a lifetime.






Good nutrition is more than just getting enough food—it is getting enough of the right foods. Children taking part in the National School Lunch Program will grow up with a knowledge of what they should eat for good nutrition and why it is important.

The school lunch served to children must meet at least one-third of their nutritional requirements for the day. It must include these foods: milk; a protein-rich food such as meat, cheese, fish, etc.; fruits and vegetables (at least two kinds); bread; and butter or margarine.

School lunch teaches youngsters to eat not only wisely and well but also with pleasure. It often introduces them to new foods. It is an opportunity to learn social graces and to broaden life's experiences. In many schools, teachers use the lunch as a tie-in with classroom work, helping to reinforce and enrich subjects ranging from geography to languages.



THE SCHOOL LUNCH PROGRAM ... AND HOW IT GREW




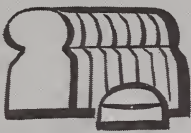


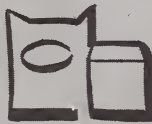
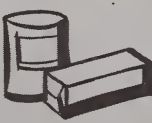

	1947	1956	1966
Number of Schools Participating* 	33,002	52,322	71,300
Number of Lunches Served Annually (millions) 	682.2	1,608.6	3,065.2
Number of Children Participating** (millions) 	4.5	9.8	18.0
Number of Children Receiving Free Lunches (millions) 	0.55	1.03	1.80
Value of Foods Served, National Total (millions) 	\$136.7	\$482.1	\$974.3

* Includes both public and private schools.

** Represents a daily average for the peak month of participation.

SCHOOL LUNCH

... A GROWING MARKET FOR FOOD-1966

	Quantity Million Pounds
Milk 	3,447.6
Meat 	326.8
Fruits & Vegetables 	1,578.2
Bakery Products 	340.2
Poultry 	157.8
Eggs 	63.8
Flour & Cereals 	262.1
Fats & Oils (incl. butter) 	177.8
All Other 	388.6
TOTAL	6,742.9

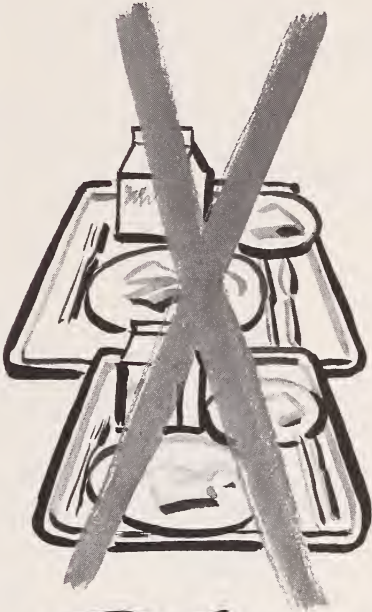
WHERE DO WE GO FROM HERE? ...The Unmet Needs

Born of depression and war, the school lunch program has come of age during a period of rising prosperity.

Ideas concerning an adequate education for children have changed over those years, as have the ideas of an adequate diet—and the national responsibility for both is recognized.

But the advances in both education and nutrition have only served to demonstrate that while the Nation has made a good start toward improving the nutritional well-being of children, a broadened and continued attack must be made on the malnutrition that curtails learning, and that special efforts must be made to help needy children attain adequate diets.

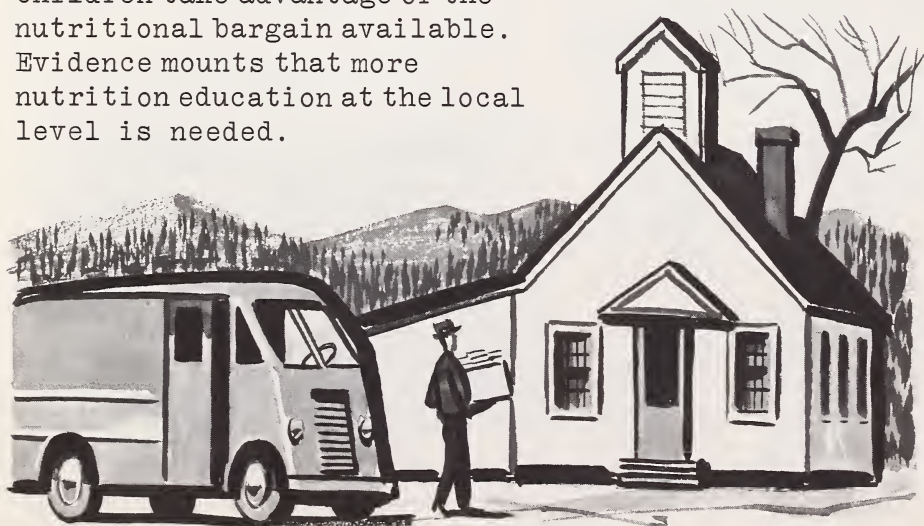
In recent years, Federal, State, and local authorities have extended the school lunch program to many previously bypassed. Technical help, plus cash and food assistance above the usual rates, have made it possible for parents and teachers in isolated rural areas to get lunch programs started.



In large cities where old schools have no kitchen or lunchroom facilities, central kitchens have been inaugurated to provide food service to surrounding schools.

In a few areas, successful lunch programs have led to school breakfast service, summer food service for needy children and other activities to improve child nutrition. These approaches need to be expanded to reach many more areas where a real need exists. But there are still close to 10 million children attending schools without any food service at all, and millions more who do not participate in schools where the Type A lunch is served.

Only part of the "hungry child" problem is economic. Though 75 percent of the total U.S. school enrollment is in National School Lunch Program schools, only half of these children take advantage of the nutritional bargain available. Evidence mounts that more nutrition education at the local level is needed.



Early results of what will be an intensive 5-year study of nutrition by the University of Iowa College of Medicine among some 2,000 healthy-appearing Iowa teenagers indicate that children of middle- and high-income families can also be ill-nourished. Breakfast was commonly skipped, because of lack of time or family habit. Lunch often provided the most balanced meal of the day if it was eaten in the school cafeteria. For many students, lunch away from school premises was French fried potatoes, a soft drink, and candy bar.

Reports like this underline the challenge facing America to buckle down to the job of ending poor nutrition among children. On the foundation of 20 years' experience with the National School Lunch Program the Nation can build toward a better tomorrow when no child regardless of income need go without wholesome, nourishing food.



THE GOAL—A LUNCH FOR EVERY CHILD

It is hard to teach a hungry child. This fact, known to parents and teachers alike, underlies the school lunch program throughout the Nation.

. . . No child in an affluent America should be without an adequate diet.

—President Lyndon B. Johnson

Let us join in a national effort to insure that every school child, regardless of his parents' income or his neighborhood, has available each day an adequate, nutritious school lunch.

—Secretary of Agriculture
Orville L. Freeman

The school lunch program is not only good for some children, it is good for all children, and essential to many.

—Assistant Secretary of Agriculture
George L. Mehren

The wisdom of Congress in establishing this program is emphatically demonstrated by the size, scope, and accomplishments of the National School Lunch Program in the past 20 years.

—Consumer and Marketing Service
Administrator S. R. Smith

Of all the innovations on the school scene in the 20th century, the school lunch program is tops.

—School Superintendent Morris Clay
Edgecombe County, North Carolina





20 YEARS OF PROGRESS IN SCHOOL LUNCH

...the accomplishments

- More than 70,000 schools serving nutritious, well-balanced lunches each day—schools in which are enrolled three-fourths of our school-aged children.
- 18 million youngsters participating in the program.
- A corps of trained, dedicated school lunch workers, dietitians, cooks.
- A promising start on reaching more of the children who need lunches most—those in areas of poverty, the center of cities, the isolated rural areas.
- A generation growing up, well-nourished, well informed about what they should eat for good nutrition and why it is important.
- A prime example of how to make local-State-Federal cooperative programs work.
- An important market for food and farm products.
- The largest non-profit food service operation in the world.
- Constructive use of our food abundances.





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